



The ENERGY STAR® Challenge

Build a Better World 10% at a Time

Participating Associations

Recognizing that improving the energy performance of buildings will deliver tremendous benefits to their members and local communities, leading associations in the commercial building market are joining with EPA to encourage businesses and institutions to improve the efficiency of their buildings by 10 percent or more and capitalize on the environmental benefits and cost savings that will result.

Each of the organizations participating in the ENERGY STAR Challenge are committed to working with EPA to support a national campaign to educate commercial building owners on the importance of saving energy. These organizations will link with ENERGY STAR to help their members benefit from superior energy management and find local solutions to Build a Better World, 10% at a Time.

The American Hotel and Lodging Association (AH&LA)

In partnership with EPA, AH&LA is launching a multi-year, national campaign highlighting the cost savings and environmental benefits of energy efficiency for its hotel and lodging members, under the "AH&LA Good Earthkeeping" name. The campaign, linked closely with ENERGY STAR, encourages each AH&LA member to:

- Assess the energy use of their facilities,
- Determine which facilities are good candidates for energy efficiency improvements,
- Make efficiency improvements where it makes sense,
- Employ effective management strategies for continued savings, and
- Showcase their accomplishments.

To make the campaign actionable, AH&LA provides ENERGY STAR resources that make it easy for members to take these steps. AH&LA makes these and other resources readily available to their members through familiar channels, including their website, conferences, and continued coverage in AH&LA's member magazine. The innovative AH&LA program is supported by the AH&LA Good Earthkeeping Alliance of Whirlpool Corporation, Project Planet, Trane, GE Consumer and Industrial, and Servidyne.

AH&LA is a 94 year old membership association of state and city lodging associations located throughout the United States with some 10,000 property members nationwide, representing more than 1.4 million guest rooms. It is a leading association for an industry that accounts for about 8 percent of carbon emissions from U.S. commercial buildings and spends nearly \$4 billion on energy costs each year. Because hotels consume a tremendous amount of energy to meet guest needs around the clock, AH&LA is committed to educating each of its members about the benefits of energy efficiency.

For more information about AH&LA, please contact Kathryn Potter, Vice President of Marketing, at kpotter@ahla.com, or (202) 289-3130.



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The American Society for Healthcare Engineering of the American Hospital Association (ASHE)

ASHE, an association of 6,000 engineering professionals across the U.S., is expanding an already robust effort to educate its members that improving the energy efficiency of healthcare institutions is an effective way to lower costs, increase competitiveness, prevent pollution, and improve patient comfort. Since ASHE became an ENERGY STAR partner in 1997, the association has provided forums to train and educate members on ENERGY STAR and energy efficiency. ASHE's efforts earned the association an ENERGY STAR Partner of the Year award in 2003.

ASHE actively encourages its members to join ENERGY STAR, use EPA's Guidelines for Energy Management and EPA's energy performance rating system for hospitals, including in the design and construction phase of new hospitals. Since 2002, ASHE has highlighted the ENERGY STAR program with a regular guest column and public service announcements in its member magazine and electronic newsletter.

Because ASHE is dedicated to continuous improvement in the healthcare environment through education, advocacy, information, and collaboration, its participation in the ENERGY STAR Challenge is a natural extension of existing efforts. ASHE has committed to expand training opportunities to its state chapters, incorporate ENERGY STAR into its website and conferences, and to discuss energy efficiency in its Management Monograph series as ways to further the goals of the ENERGY STAR Challenge and foster greater efficiency in hospitals and other healthcare facilities.

For more information about ASHE, please contact Kate Wickham, Director of Communication and Education, at kwickham@aha.org, or (312) 422-3813.



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Association of School Business Officials (ASBO) International

To support the ENERGY STAR Challenge, ASBO will continue to involve its members across the United States in adopting energy efficiency practices. ASBO, committed to bringing ENERGY STAR to its members, will:

- Encourage members' school districts to become ENERGY STAR Leaders by reducing energy use by 10, 20, 30 percent district-wide,
- Actively provide members with information about ENERGY STAR tools and resources through the ASBO Web site, School Business Affairs magazine, a bi-weekly e-newsletter, and at educational sessions during its annual meeting,
- Educate members through tailored workshops about the financial benefits of energy efficiency
- Employ an Indoor Air Quality Resident Practitioner to work directly with school districts to implement comprehensive school facilities practices, including energy efficiency, and
- Facilitate member training on and use of EPA's energy performance rating system.

ASBO International represents approximately 6,000 school business officials employed in public and private school entities, as well as community and junior colleges and state departments of education. Members include non-instructional employees at the local, state, and national levels from specialized areas in school business management, as well as the generalized field of school business administration. ASBO provides programs and services to promote the highest standards of school business management practices, professional growth, and the effective use of educational resources. ASBO is committed to helping its members become as efficient as possible to better the overall school environment.

For more information about ASBO, please contact Pam Weber, Director Professional Development Department, at pweber@asbointl.org, or (703) 708-7065.



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Building Owners and Managers Association, International (BOMA)

BOMA, with its reach as a leading association representing the owners and managers of 9 billion square feet of downtown and suburban commercial properties and facilities in North America and abroad, is working closely with EPA to launch an aggressive, multi-year national campaign tailored to the real estate industry. The campaign, called the BOMA Energy Efficiency Program (BEEP), was developed by the BOMA Foundation and a task force of industry leaders, including USAA Realty, Cushman & Wakefield, The Lurie Company, Trammell Crow, Jones Lang LaSalle, Transwestern Commercial Services, and others. Through this campaign, BOMA is demonstrating unparalleled leadership to catalyze change in the commercial real estate market. BOMA will deliver training on operational excellence designed to:

- Educate the industry about the financial and environmental benefits of improving energy efficiency in buildings,
- Train commercial building operators and owners on how to implement strategic energy management plans,
- Develop standardized guidelines for operational excellence, and
- Document energy savings of 10, 20, 30 percent or more and recognize these successes.

BEEP, built around ENERGY STAR resources, will have a national program roll-out, and will work closely with BOMA Locals to implement the training and encourage participation. BOMA will create a one-stop shop website for the campaign resources and the industry's energy efficiency initiatives, as well as recognize, through national and regional efforts, those members who achieve energy savings of 10 percent or more.

Founded in 1907, BOMA International is a dynamic international federation of over 100 local associations, with over 19,000 members. BOMA's mission is to enhance the human, intellectual and physical assets of the commercial real estate industry through advocacy, education, research, standards and information. The BOMA Foundation is dedicated to advancing real estate performance and public understanding of the commercial real estate industry through research, education and the dissemination of information. Because energy is the single largest operating expense in an office building, representing 30% of a typical building's costs, BOMA is committed to educating the industry about energy efficiency and recognizing accomplishments.

For more information about BOMA, please contact Brian Lonergan, Director of Communications, at blonergan@boma.org, or (202) 408-2662, or visit the BOMA International Web site at www.boma.org.



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The Business Council of Fairfield County, Connecticut (SACIA)

SACIA is a powerful network of business leaders representing more than 250 businesses and non-profit organizations in Fairfield County, Connecticut, including many large international corporations with headquarters in the region.

To demonstrate environmental leadership and secure energy reliability, SACIA members are committed to making Fairfield County an energy efficient region. They share the goals of the ENERGY STAR Challenge: finding energy waste in buildings and making cost-effective reductions of 10%, 20%, or more.

Working in partnership with EPA, SACIA is leveraging ENERGY STAR as a way to meet these goals. Specifically, SACIA recommends that its members:

- Measure the energy efficiency of their office buildings using EPA's energy performance rating system,
- Identify and implement the most cost-effective options for improving efficiency, and
- Replicate the results of their efforts across the County and serve as a model for other communities.

SACIA's mission is to be one of the nation's most respected and influential regional networks of business leaders, committed to strengthening the economic vitality of the region and the performance of its members through research-based public policy initiatives, information services, and network-building programs.

For more information, please contact Joseph McGee, Vice President-Public Policy and Programs, at jmcgee@sacia.org, or (203) 359-3220.



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Council of Educational Facility Planners International (CEFPI)

CEFPI, as a partner with ENERGY STAR, is continuing its national effort to bring the financial and environmental benefits of superior energy management to its members, who plan, design, build, renovate and maintain K-12 and college learning environments. Through the ENERGY STAR Challenge, CEFPI will:

- Encourage member school districts to become ENERGY STAR Leaders by reducing energy use by 10, 20, 30 percent district-wide,
- Educate members about ENERGY STAR resources and tools that help districts manage energy in the built environment and integrate energy efficiency in the design and construction of new buildings through the CEFPI website, conferences, and many other outreach channels,
- Facilitate member training on and use of EPA's energy performance rating system,
- Prominently feature the Challenge in School Building Week 2005, a national event in April, and
- Include 'Designed to Earn the ENERGY STAR' as part of the national Schools of the Future student design competition.

CEFPI's 3,000+ members are architects, planners, engineers, K-12 administrators, higher education professors, construction management firms, facility maintenance and operations professionals, consultants, manufacturers, suppliers, and state and provincial agency representatives. Because the nation's 115,000 K-12 schools spend over \$8 billion annually on energy bills, CEFPI is committed to educating each of its members about energy efficiency.

For more information about CEFPI, please contact Barbara Worth, Associate Executive Director, at barb@cefpi.org, or (480) 391-0840.



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Food Marketing Institute (FMI)

FMI is renewing its national effort to bring the financial and environmental benefits of superior energy management to its members. FMI has had a long history of educating the retail food industry on the importance of energy efficiency, since cutting energy costs can have a significant impact on profitability. As a long-time partner with EPA, FMI has been making ENERGY STAR resources available to its members through its website, conferences and publications.

With the launch of the ENERGY STAR Challenge, FMI is using this national platform as a new rallying point to focus members on how to achieve energy reductions. FMI will encourage each member to:

- Make a high-level commitment to sustained energy efficiency,
- Review the energy performance of all stores,
- Identify the best energy-savings opportunities,
- Set goals for improvement,
- Make efficiency improvements where it makes sense, and
- Communicate accomplishments.

In addition, FMI is offering energy efficiency training to its members, featuring stories on energy management in the association's publication, and has established an "energy e-share group," designed to foster dialogue among industry professionals.

FMI is an association of over 1,500 member companies, who operate and distribute to approximately 80% of the country's 33,000 retail food stores. They are a leading organization for an industry that accounts for about 4 percent of carbon emissions from U.S. commercial buildings and spends over \$4 billion on energy each year. Because even slight improvements in energy performance can have an immediate and dramatic impact on the profitability of food retailers, FMI is committed to helping its members improve their energy efficiency.

For more information about FMI, please contact Aileen Dullaghan Munster, Senior Manager-Education, at adullaghan@fmi.org, or (202) 220-0704.



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The National Association of Counties (NACo)

NACo, representing more than 2,000 county government members, is working with EPA to support the ENERGY STAR Challenge through its NACo ENERGY STAR Courthouse Campaign. Launched in 2004 with the EPA Administrator, the foundation of the campaign is to bring ENERGY STAR to NACo members with the goal of achieving significant energy reductions in their buildings. Highlighting the benefits of protecting the environment and saving taxpayer dollars, the NACo ENERGY STAR Courthouse Campaign asks members to assess the energy performance of county buildings and to set energy reduction goals of 10, 20, 30% or more. Counties are also encouraged to communicate the importance of energy efficiency in their community through ENERGY STAR.

Linking perfectly with the goals of the national ENERGY STAR Challenge, NACo will continue to use the ENERGY STAR Courthouse Campaign to provide training to county government officials on how to use EPA's energy performance rating system to help them assess, track and improve their buildings as well as other ENERGY STAR resources to achieve savings.

In the first year of the Courthouse Campaign, more than 40 county buildings have been assessed, and several have earned the ENERGY STAR for top energy performance. As NACo looks to expand participation, they will highlight the accomplishments of participants in their biweekly newspaper, as well as through electronic newsletters and on their website. NACo further supports the Campaign by providing outreach and communications materials to members.

NACo's members represent over 80 percent of the US population. NACo's vision is to be an effective voice for America's counties in the nation's capital and to support counties and county officials in their efforts to provide improved programs and services to their residents. NACo is a full-service organization that provides an extensive line of services including legislative, research, technical, and public affairs assistance, as well as enterprise services to its members. NACo encourages county governments to improve the energy efficiency of their buildings as an effective way to promote environmental leadership while saving taxpayer dollars on utility bills.

For more information about NACo, please contact Kristen Bertram, Community Services Division, at kbertram@naco.org, or (202) 942-4292.

The National Association of Energy Service Companies (NAESCO)

NAESCO has been promoting the benefits of energy efficiency for over 20 years. As a partner with ENERGY STAR, NAESCO is committed to delivering the goals of the ENERGY STAR Challenge through its member energy service companies. NAESCO will expand its efforts to promote ENERGY STAR resources, through seminars, workshops, training programs, case studies, and guidebooks.

NAESCO represents a membership of approximately 100 energy service companies involved in the design, manufacture, financing, and installation of energy efficiency equipment and the provision of energy efficiency services in the private and public sectors. Energy service companies invest approximately \$2 billion in energy efficiency projects annually.

For more information about NAESCO, please contact Nina K. Lockhart, Senior Program Manager, at nkl@dwgp.com, or (202) 822-0952.



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The National Association of State Energy Officials (NASEO)

NASEO is the only nonprofit organization whose membership includes the governor-designated energy officials from each state and territory. NASEO is committed to helping state and territory energy offices design and implement successful energy efficiency programs, in partnership with ENERGY STAR. To support its members in promoting and meeting the goals of the ENERGY STAR Challenge, NASEO will:

- Encourage state and territory energy offices to improve their energy efficiency through public sector projects and public-private partnerships,
- Facilitate information and peer-to-peer exchanges through NASEO's ENERGY STAR Task Force,
- Promote ENERGY STAR resources and tools to all state and territory energy offices, and
- Showcase the successes of the ENERGY STAR Challenge through case studies and other written materials.

Formed by the states and the National Governors Association (NGA), NASEO is an instrumentality of the states, and is formally affiliated with NGA. The organization was created by the governors to improve the effectiveness and quality of state energy programs and policies, provide policy input and analysis where requested, and to be a collector and repository of information on issues of particular concern to the states and all their citizens.

For more information about NASEO's ENERGY STAR efforts, please contact Michelle New, Senior Associate, at mnew@naseo.org, or (703) 299-8800, ext. 12.

Public Technology Institute (PTI)

PTI is an important voice for the most innovative cities and counties in the country. By partnering with EPA, PTI has brought ENERGY STAR to its member jurisdictions and raised awareness of the financial and environmental benefits of superior energy performance. Through the ENERGY STAR Challenge, PTI will focus its efforts to:

- Encourage local governments across the country to reduce energy use by 10 percent or more,
- Educate members about the financial and environmental benefits of energy efficiency,
- Facilitate member training on and use of EPA's energy performance rating system, and
- Prominently feature the goals of the ENERGY STAR Challenge during all PTI events including the spring national conference and fall Sustainability Task Force and Council meetings.

In addition, PTI will post the ENERGY STAR Challenge on its website. Through its many outreach channels, PTI will continue to highlight ENERGY STAR resources and tools that help local governments reduce energy use in the built environment and integrate energy efficiency in the design and construction of new buildings. PTI will recognize member jurisdictions that achieve energy savings of 10 percent or more.

PTI's mission is to bring the benefits of technology to local governments. PTI's 100+ member jurisdictions, with EPA's and PTI's assistance, will continue to be leaders in promoting energy efficiency and energy conservation.

For more information about PTI, please contact Ronda Mosley, Program Director-Sustainability, at rmosley@pti.org, or (202) 626-2455.



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Real Estate Roundtable

In partnership with EPA, The Real Estate Roundtable is launching a new effort to bring together real estate leaders that comprise The Roundtable with major tenants in their buildings to help achieve the goals of the ENERGY STAR Challenge. The members of The Real Estate Roundtable and many of their tenants, such as Bank of America and the General Services Administration, are committed to high performance buildings, but have not had a forum for sharing ideas and advancing their joint energy and environmental objectives. The Real Estate Roundtable is committed to providing this forum, to help achieve significant advancements in energy efficiency and environmental protection across the real estate industry.

The Real Estate Roundtable's mission is to bring together leaders of the nation's top public and privately-held real estate ownership, development, lending and management firms with the leaders of major national real estate trade associations to jointly address key national policy issues relating to real estate and the overall economy. Collectively, Roundtable members hold portfolios containing over 5 billion square feet of developed property valued at nearly \$700 billion. Participating trade associations represent more than 1 million people involved in virtually every aspect of the real estate business.

For more information about The Real Estate Roundtable, please contact Xenia Jowyk, Director of Public Affairs, at xjowyk@rer.org, or (202) 639-8400, ext. 24.

United States Telecom Association (USTA)

USTA, together with EPA, is launching a new, focused initiative geared toward finding and capturing energy waste in buildings that deliver telecommunications services to the country. USTA is committed to working with EPA to tailor ENERGY STAR materials to the specific needs of the telecommunications industry to make it easier for them to achieve 10, 20, or 30% energy savings. Through this new effort, USTA will work with its members to:

- Create and disseminate energy best-practices that highlight how to achieve cost effective energy savings,
- Provide a standardized way to measure and track energy efficiency in telecommunications facilities,
- Encourage energy efficiency improvements where they make sense, and
- Recognize the accomplishments of USTA member companies.

USTA members have been working with EPA to gather and assess the best available data on energy use in highly energy intensive telecommunications facilities; this new initiative will build on that foundation to encourage all of USTA's members to gain the environmental and financial benefits of improving efficiency.

USTA represents more than 1,200 companies offering a wide range of services, including local exchange, long distance, wireless, Internet and cable television service. USTA is the leading association for an industry that spends about \$2 billion on energy each year operating 22,000 central offices and switching stations. These facilities have some of the highest energy intensity rates of all commercial buildings. Since energy is vital to the delivery of telecommunications services, USTA is committed to helping its members become as efficient as possible.



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For more information about USTA, please contact David Kanupke, Director for National Security, Environment, and Safety, at dkanupke@usta.org, or (202) 326-7321.